

# Agent Engage™

## Partner Benefits Overview

BreakthroughBroker.com is the country's largest resource for real estate professionals. The site offers free, easy-to-use resources such as: print marketing templates, pre-written and customizable prospecting letters, monthly newsletters, customer presentations, business and marketing plans, technology reviews, checklists, and hundreds of downloads, all designed to help real estate agents sell more homes and make more money. The site is used by a broad range of agents, from rookie agents to multi-million dollar producers, both from independent brokerages and major name brands.

Agent Engage is a one of a kind Auto Marketing Resource for you. Drive more title orders by leveraging Breakthrough Broker as a personal marketing system. The Agent Engage program will make you an invaluable resources for your Realtor contacts while keeping you top of mind through automated marketing.

### AGENT ENGAGE BENEFITS

**White Label:** BreakthroughBroker.com will be branded for you. Therefor when an agent signs up with your Agent Engage ID, they will see your information displayed on every page of the site.

**Stay top of mind:** When agents opt to use Breakthrough Broker on your platform, they will automatically receive emails twice a week full of ideas that will help their business. All of these email contain information related to their success, such as business plans, prospecting ideas, marketing best practices, and several additional items designed to help agents with their real estate business.

**A reason to call:** You will receive reporting every Friday outlining what your agents are doing on BreakthroughBroker.com. Based on the agents engagement which is shared in the reporting, this makes for a great reason to call. For more information on how to utilize reporting, please reference the Breakthrough Broker Playbook.

**Monthly national training:** Agents will be invited to a webinar every month, designed to help them sell more homes. Taught by the national speakers from BreakthroughBroker.com, the webinars focus on topics like technology, productivity, marketing, business planning and other related topics.